1-12 (Canceled):

13. (Currently amended): A <u>computer implemented</u> method for distributing a customized video commercial, <u>wherein all steps are performed by the computer,</u> said method comprising:

     (i) receiving from an advertiser a request to create a customized video commercial, said request comprising (a) <u>identification of</u> a target audience to whom said customized video commercial is to be distributed and (b) a sample video commercial comprising a plurality of sample video segments and a plurality of sample audio segments, wherein said sample video commercial has an advertising message;

     (ii) generating a video commercial template in response to receiving said request, said video commercial template comprising (a) a plurality of fillable video segment slots, each fillable video segment slot arranged at a specific time point within said video commercial template and (b) a plurality of fillable audio segment slots, each fillable audio segment slot arranged at a specific time point within said video commercial template;

     (iii) storing in a resource library (a) a plurality of video segments, each video segment forming a portion of a complete video commercial and (b) a plurality of audio segments, each audio segment forming a portion of a complete video commercial;

     (iv) defining one or more rules for filling said plurality of fillable video segment slots with said video segments and for filling said plurality of fillable audio segment slots with said audio segments based on <u>defined</u> characteristics <u>which are to be acquired</u> regarding said target audience;

     (v) acquiring characteristics regarding said target audience from one or more sources;

     (vi) filling said fillable video segment slots with said video segments and said fillable audio segment slots with said audio segments based on said defined rules and said acquired characteristics to create said customized video commercial; and

     (vii) distributing said customized video commercial to said target audience, wherein said customized video commercial has at least one <u>of a</u> video segment <u>and an</u> ~~or~~ audio segment that is different from said sample video segment <u>and</u> ~~or~~ sample audio segment <u>respectively</u>, and wherein said customized video commercial has at least one video segment or audio segment that is <u>the</u> same as at least one of said sample video segment or sample audio segment.

14. (Previously presented): The method of claim 13, wherein said resource library comprises video segments and audio segments created specifically for said customized video commercial.

15. (Currently amended): The method of claim 13, wherein said video commercial template further comprises:

at least one predefined video segment slot, each predefined video segment slot arranged at a specific time point within said video commercial template;

~~wherein, during~~ said filling step further comprising[[,]] each predefined video segment slot ~~is filled~~ filling with sample video segment corresponding to said specific time point in said sample video commercial.

16. (Previously presented): The method of claim 13, wherein said video commercial template further comprises an animation slot arranged at a specific time point within said video commercial template.

17. (Previously presented): The method of claim 13, wherein said video commercial template further comprises an image slot arranged at a specific time point within said video commercial template.

18. (Previously presented): The method of claim 13, wherein said characteristics regarding said target audience is acquired from a profile database.

19. (Previously presented): The method of claim 13, wherein said characteristics regarding said target audience include demographics, address, monetary income, political affiliations, known preferences, buying patterns, or combinations thereof.

20. (Previously presented): The method of claim 13, wherein said customized video commercial is distributed to said target audience using a television distribution medium.

21. (Currently amended): The method of claim 13, wherein said distributing step and said filling step are ~~is~~ carried out simultaneously ~~contemporaneously~~.

22. (Previously presented): A system for distributing a customized video commercial, said system comprising:

    (i) means for receiving from an advertiser a request to create a customized video commercial, said request comprising (a) a target audience to whom said customized video commercial is to be distributed and (b) a sample video commercial comprising a plurality of sample video segments and a plurality of sample audio segments, wherein said sample video commercial has an advertising message;

    (ii) means for generating a video commercial template in response to receiving said request, said video commercial template comprising (a) a plurality of fillable video segment slots, each fillable video segment slot arranged at a specific time point within said video commercial template and (b) a plurality of fillable audio segment slots, each fillable audio segment slot arranged at a specific time point within said video commercial template;

    (iii) means for storing in a resource library (a) a plurality of video segments, each video segment forming a portion of a complete video commercial and (b) a plurality of audio segments, each audio segment forming a portion of a complete video commercial;

    (iv) means for defining one or more rules for filling said plurality of fillable video segment slots with said video segments and for filling said plurality of fillable audio segment slots with said audio segments based on characteristics regarding said target audience;

    (v) means for acquiring characteristics regarding said target audience from one or more sources;

    (vi) means for filling said fillable video segment slots with said video segments and said fillable audio segment slots with said audio segments based on said defined rules and said acquired characteristics to create said customized video commercial; and

    (vii) means for distributing said customized video commercial to said target audience, wherein said customized video commercial has at least one video segment or audio segment that is different from said sample video segment or sample audio segment, and wherein said customized video commercial has at least one video segment or audio segment that is same as at least one of said sample video segment or sample audio segment.

23. (Previously presented): The system of claim 22, wherein said means for acquiring comprises a profile database.

24. (Previously presented): The system of claim 22, wherein said characteristics regarding said target audience include demographics, address, monetary income, political affiliations, known preferences, buying patterns, or combinations thereof.

25. (Previously presented): The system of claim 22, wherein said means for distributing comprises a television distribution medium.

26. (Currently amended): A <u>processor readable medium having computer readable instructions</u> <u>stored thereon, which when executed by a processor, uses said processor to implement a method</u> <u>for distributing</u> ~~computer program product for distributing~~ a customized video commercial, <u>wherein all steps are performed by the computer,</u> ~~said computer program product stored on a~~ ~~computer readable medium, said computer program product comprising instructions for causing~~ ~~a computer to::~~
<u>said method comprising:</u>
    (i) <u>receiving</u> ~~receive~~ from an advertiser a request to create a customized video commercial, said request comprising (a) <u>identification of</u> a target audience to whom said customized video commercial is to be distributed and (b) a sample video commercial comprising a plurality of sample video segments and a plurality of sample audio segments, wherein said sample video commercial has an advertising message;
    (ii) <u>generating</u> ~~generate~~ a video commercial template in response to receiving said request, said video commercial template comprising (a) a plurality of fillable video segment slots, each fillable video segment slot arranged at a specific time point within said video commercial template and (b) a plurality of fillable audio segment slots, each fillable audio segment slot arranged at a specific time point within said video commercial template;
    (iii) <u>storing</u> ~~store~~ in a resource library (a) a plurality of video segments, each video segment forming a portion of a complete video commercial and (b) a plurality of audio segments, each audio segment forming a portion of a complete video commercial;

(iv) <u>defining</u> ~~define~~ one or more rules for filling said plurality of fillable video segment slots with said video segments and for filling said plurality of fillable audio segment slots with said audio segments based on <u>defined</u> characteristics <u>which are to be acquired</u> regarding said target audience;

(v) <u>acquiring</u> ~~acquire~~ characteristics regarding said target audience from one or more sources;

(vi) <u>filling</u> ~~fill~~ said fillable video segment slots with said video segments and said fillable audio segment slots with said audio segments based on said defined rules and said acquired characteristics to create said customized video commercial; and

(vii) <u>distributing</u> ~~distribute~~ said customized video commercial to said target audience, wherein said customized video commercial has at least one <u>of a</u> video segment <u>and an</u> ~~or~~ audio segment that is different from said sample video segment <u>and</u> ~~or~~ sample audio segment <u>correspondingly</u>, and wherein said customized video commercial has at least one video segment or audio segment that is <u>the</u> same as at least one of said sample video segment or sample audio segment.

27. (Previously presented):  The computer program product of claim 26, wherein said resource library comprises video segments and audio segments created specifically for said customized video commercial.

28. (Previously presented):  The computer program product of claim 26, wherein said video commercial template further comprises:

at least one predefined video segment slot, each predefined video segment slot arranged at a specific time point within said video commercial template;

wherein each predefined video segment slot is filled with sample video segment corresponding to said specific time point in said sample video commercial.

29. (Previously presented):  The computer program product of claim 26, wherein said video commercial template further comprises an animation slot arranged at a specific time point within said video commercial template.

30. (Previously presented): The computer program product of claim 26, wherein said video commercial template further comprises an image slot arranged at a specific time point within said video commercial template.

31. (Previously presented): The computer program product of claim 26, wherein said characteristics regarding said target audience is acquired from a profile database.

32. (Previously presented): The computer program product of claim 26, wherein said characteristics regarding said target audience include demographics, address, monetary income, political affiliations, known preferences, buying patterns, or combinations thereof.

33. (Previously presented): The computer program product of claim 26, wherein said customized video commercial is distributed to said target audience using a television distribution medium.

34. (Previously presented): The computer program product of claim 26, wherein said instructions to distribute and said instructions to fill is carried out contemporaneously.